

RAJAR DATA RELEASE

Quarter 3, 2011 - October 27, 2011



RELEASED AT 00.01HRS THURSDAY OCTOBER 27, 2011

Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Sept '10	June '11	Sept '11		Sept '10	June '11	Sept '11
All BBC Radio	34,243	35,530	34,863	All Commercial Radio	33,373	34,021	33,719
All BBC Network Radio	31,018	32,108	31,723	All National Commercial	15,101	16,166	15,573
All BBC Local / Regional Radio	9,144	9,645	9,499	All Local Commercial	26,999	27,289	27,036

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	Sept '10	June '11	Sept '11		Sept '10	June '11	Sept '11
All BBC Radio	54.3	54.0	54.5	All Commercial Radio	43.4	43.7	43.3
All BBC Network Radio	45.4	45.4	46.1	All National Commercial	11.2	12.2	11.5
All BBC Local / Regional Radio	9.0	8.6	8.3	All Local Commercial	32.2	31.5	31.8

Source RAJAR / Ipsos MORI / RSMB